

Message Text

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70

ACTION EB-11

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 1283

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E.O. 11652: N/A

TAGS: EIND, ETRD, MX

SUBJECT: ANTICIPATED GOVERNMENT RESTRICTIONS ON IMPORTATION
OF BOOKS

REF: MEXICO 2755

1. AT A PRESS CONFERENCE APRIL 17, SECRETARY OF INDUSTRY
AND COMMERCE JOSE CAMPILLO SAINZ SPOKE INTER ALIA OF
FUTURE BOOK IMPORT RESTRICTIONS. NOTING THAT SPECIAL
COMMITTEE WAS STILL STUDYING QUESTION AND HAD NOT YET
PRESENTED ANY SPECIFIC RECOMMENDATIONS TO THE GOVERNMENT,
HE SAID MEXICO WOULD DEFINITELY HAVE TO TAKE ACTION IN THE
NEAR FUTURE TO PROTECT ITS DOMESTIC PUBLISHING INDUSTRY.
HE NOTED THAT THOSE VERY COUNTRIES WHICH ARE FLOODING THE
MEXICAN MARKET WITH INEXPENSIVE EDITIONS (I.E. SPAIN,
ARGENTINA, CHILE) PLACE TARIFF AND NON-TARIFF RESTRICTIONS
ON MEXICAN BOOK EXPORTS. MEXICO HERETOFORE HAS ESTABLISHED
NO BARRIERS ON BOOK IMPORTS WHICH INCREASED FROM 12 MILLION
IN 1971 TO 65 MILLION IN 1973.

2. COMPILLO SAINZ MADE IT CLEAR THAT ANTICIPATED
RESTRICTIONS WOULD APPLY ONLY TO SPANISH LANGUAGE BOOKS.
TO UNDERSCORE THE FACT THAT ANTICIPATED GOM RESTRICTIONS
ARE STRICTLY A RESULT OF BALANCE OF TRADE CONSIDERATIONS
AND NOT MEANT TO LIMIT FREE FLOW OF IDEAS, HE STATED THAT
INDIVIDUALS FREE TO IMPORT UP TO THREE COPIES OF ANY TITLE
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PUBLISHED ANYWHERE IN WORLD. EACH COMMERCIAL BOOK IMPORTER

WOULD BE LIMITED IN 1974 TO SAME AMOUNT OF BOOKS HE IMPORTED
IN 1973. IN ORDER TO INCREASE HIS QUOTA HE WOULD BE
REQUIRED TO SHOW AN INCREASE IN MEXICAN BOOK EXPORTS.

3. WHILE THERE IS STILL NO FORMAL RECOMMENDATION BY SIC
COMMITTEE OR DECREEE BY GOM, ABOVE REMARKS BY SIC
SECRETARY ARE FIRST INDICATION OF GOM THINKING ON THIS
SUBJECT, AND LIKELY SHAPE OF ANTICIPATED RESTRICTION.
SHOULD DECREE ACTUALLY FOLLOW ABOVE LINES, US BOOK EXPORTS
TO MEXICO WOULD CONTINUE AT CURRENT LEVEL WITH SOME
GROWTH POTENTIAL, ALTHOUGH PROBABLY ON SMALL SCALE. JOVA

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